

Hudson's Bay Company Jasper and Third Streets Hudson's Bay Company Jasper and Third Streets Hudson's Bay Company Jasper and Third Streets Hudson's Bay Company Jasper and Third Streets

The Greatest January Clearance Sale

Ever Held In The Store's History

Ends Tomorrow January 14th

There is absolutely no question regarding the qualities or the reduction in price. The merchandise is here. The prices are cut to almost unbelievable figures, and we are depending upon these savings to induce you to buy the goods you are bound to want now or later on. 37 experienced sales people to attend to your wants promptly---yet we earnestly advise morning shopping. To-morrow is positively the last day---don't neglect it. The circumstances which forced this sale and made this opportunity for you will never occur again.

SATURDAY BARGAINS

FOR CASH BUYERS

MEN'S SLIPPERS Men's Felt and Kid Slippers, regular 1.50 values, Friday and Saturday Sale Price 75c	WOMEN'S SOCKWEARS Women's Fancy Lace Collars and Jabots, reg. \$3.50 values, Friday and Saturday Sale Price 1.35	WOMEN'S UNDERWEARS White Undershirts, regular \$1, \$1.25 and \$1.50 values, Friday and Saturday Sale Price 65c	MUSLIN WEAR REDUCED Night Gowns, Drawers, Undershirts, etc., reg. 75c, 95c, \$1.00 and \$1.15, Friday and Saturday Sale Price 45c	MEN'S WOOL SOX Men's heavy ribbed Wool Sox, regular 45c values, Friday and Saturday Sale 2 prs. 55c	CHINA ODDMENTS Jugs, cups, plates, dishes, etc., values up to 40c, to clear 10c	VELVETEEN REDUCED 100 yards Black and colored Velveteen, reg. 30c quality, Friday and Saturday 33c	WOMEN'S CASHMERE HOSE Regular up to 45c pair, Women's Cashmere Hose, Friday and Saturday, 5 pairs \$1.00	MEN'S UNDERWEAR Penman's Ribbed Underwear, regular \$2.50 values, Friday and Saturday, suit \$1.45							
WOMEN'S SLIPPERS Coney-Felt Slippers to go around on the cold floors with, Reg. up to 75c 20c	JANUARY CLEARANCE SALE Men's & Women's Shoes Men's Shoes in box calf and other strong solid leathers, sewn and standard screw double soles, some are samples in sizes 6 and 7 only, others 9, 10 and 11, our regular lines that are selling at \$2.75, \$3.00, \$3.50 and \$4.25. On sale Friday and Saturday at \$1.50 . Women's Shoes in Dongola Kid, Blucher styles, sizes 3 to 6, good fitters, and the best of linings make these the greatest bargains we've ever seen. Prices range from \$2.50 to \$4.00. Tomorrow \$1.50 .			WOMEN'S KID GLOVES Reg. \$4.00 14 button best quality tan kid Glove \$1.50	SOOTHY ZEPHYRS Anderson's Scotch Zephyrs (Gingham, regular up to 40c) 18c	TABLE LINEN 72 in. Table Linen, superior quality, regular \$1.25 value 69c	KIDDERDOWN REDUCED Wool faced Kidderdown in plain colors, regular \$1.25 value 85c	DEERS TRIMMINGS Ends of lace and Gimpette Trimming, values up to \$1.50 yard, at 15c	EMBROIDERY REDUCED White Embroidery, Edging and Insertion, values up to the at 5c	BRUSSELS CARPET About 100 yards 1.35 quality Brussels Carpet to clear Friday and Saturday 75c	SWISS CURTAINS 15 pairs \$5.00 quality Swiss Curtains to clear Friday and Saturday 2.95	INCALD LINOLUM About 100 yards 1.50 quality Incal Linolium to clear Friday and Saturday 95c	TURKISH BATH TOWELS White Turkish Bath Towels, reg. 40c values, Friday and Saturday, pair 25c	WALL PAPER 1,000 rolls Wall Paper for rooms, Floral Patterns, 20c values, Sale Price roll 10c	TAPETRY CARPET 200 yds. English Tapestry Carpet, good patterns, reg. 75c values, Sale Price 45c

Men's Suits and Overcoats

JANUARY CLEARANCE

Men's Suits, \$25.00 and \$27.50 grades, now	\$10.50
Men's Suits, \$20.00 grades, Sale Price	\$14.95
Men's Suits, \$15.00 Grades, Sale Price	\$11.25
Men's Suits, \$12.00 Grades, Sale Price	\$8.95
Men's Suits, \$10.00 Grades, Sale Price	\$7.50
Men's Overcoats, regular \$15.00, now	\$11.25
Men's Overcoats, regular \$20.00, now	\$14.95

Boys' Suits and Overcoats

Boys' Suits, regular \$10.00 values, Sale Price	\$2.95
Boys' Suits, regular \$5.00 values, Sale Price	\$3.75
Boys' Suits, regular \$6.00 values, Sale Price	\$3.50
Boys' Overcoats, regular \$10.00 values, now	\$7.50
Boys' Tweed Overcoats, regular \$7.50 values, now	\$5.95
Boys' Grey Freeze Coats, regular \$7.50 and \$8.00, now	\$3.95

An excellent opportunity to fit the boys up with Winter Clothing at a decided price reduction.

Bargains from the Grocery Dept.

Strawberries, 2 pound tins, in heavy Syrup. Regular 35c tins. Sale Price, 2 tins	35 cts
Raspberries, in heavy Syrup, regular 35c values. Sale Price, 2 tins	35 cts
Potted Ham, good quality, regular 30c size tins. Sale Price	12 1/2c
Peaches, 2 pound tins in heavy Syrup. Regular 35c value. Friday and Saturday	45 cts
Potted Ham, regular 15c. Sale Price	8 1/2 cts
Red Salmon, per tin	12 1/2c

SAFETY PENS, 2 Papers for	10c
MEMORANDUM, 3 sheets with Noddy for	10c
25c and 35c Rubbers on Sale, pair	17 1/2c

WOMEN'S LACE COLLARS AND JABOTS

Regular	25c, 30c, 35c, 40c, 45c
SALE PRICE	15c, 20c, 25c, 30c, 35c

JANUARY CLEARANCE SALE

Women's Coats and Suits

Women's Cloth Coats, your choice of our stock of Winter Coats in all the wanted materials and styles. Regular price \$16.50, \$18.00, \$20 and \$22.50 values at **\$11.95** Sale Price

Women's Fashionable Tailored Suits

Reduced from \$25.00, \$27.50, \$30 and \$40 gathered into one great lot, all of this season's newest models, diagonal serges, tweeds, chevrons, and broadcloth. The garments are all well worth seeing and richly worth buying. **SALE PRICE 18.45**

JANUARY CLEARANCE SALE

Dress Goods, Ne's and Silks

Marked savings are recorded in our Dry Goods Department--values that discerning buyers should surely profit by. Here is a slight list to guide you in judging these interesting offerings--our bargain tables tell a story:

Dress Nets and Voiles 12 in. wide, reg. up to \$1.25, at **35c**
Colored Broadcloth up to \$2.00 yard, Sale Price **\$1.35**
\$1.50 Dress Goods, all the new weaves, on sale at **47 1/2c**
Black and colored Velveteen, reg. 30c yard, on sale at **35c**
Silks, Tullelins, Foulards, Perights, Messalines, regular \$1.25 and \$1.50 values on sale to-morrow at **80c**

No Goods Charged
at This Sale

HUDSON'S BAY COMPANY
THE GREAT TRADERS OF THE GREAT WEST

No Goods Sent on
Approval

WHITE SALE

(LAST DAY)

New Year's "Resolutions" from the Dress Goods and Silk Depts.

- 1.—To beat all previous Saturday sale records in quality combined with low prices.
- 2.—To give a broader and better selection, if possible, of highest grade goods and reasonable prices.
- 3.—To make all price reductions genuine.

Tweeds—Half Price

54 and 56 in. wide

Heavy Harris and Hewson tweeds guaranteed every thread all wool. Patterns suitable for separate shirts children's school wear, and heavier cloths for long coats. A remarkable price reduction for heavy tweeds in such zero weather. All English imported tweeds of the highest qualities. A New Year extra special SATURDAY HALF MARKED PRICE

60c. Dress Goods for 38c.

All our regular stock of Dress Material selling regularly for 60c. yard. SATURDAY 38c. (Every wanted weave and shade represented in this lot.)

Tamoline Silks, 39c.

Dress Tamolines worth 60c. yard. A good serviceable silk that will not cut or split. For separate shirt waists and dresses this silk is specially emphasized. Regular 50c. SATURDAY 39c.

\$1.25 Foulard Silks for 89c.

Which means a very cheap foulard silk or satin dress. Foulards are extremely popular for spring season, and buying now you buy for spring. All genuine foulard patterns. Genuine price reductions. Reg. \$1.25. SATURDAY 89c.

(1st floor)

Another Great Acme Shoe Sale

New, perfect, up-to-date goods from our regular stock, in some instances, put on sale at cost to make fast selling tomorrow.

LADIES' PATENT PUMPS, ankle straps, hand sewed. Reg. \$3.00. SATURDAY 19.95

LADIES' DONGOLA BLUCHERS, patent tip. Reg. \$2.85. SATURDAY 19.95

CHILDREN'S AND MISSES' FELT SLIPPERS, belting styles. Reg. \$1.25 and \$1.50. SATURDAY 85c.

BROKEN LINES LADIES' PATENT COLT BLUCHERS, mat kid tops. Reg. \$3.50 and \$4.50. SATURDAY 27.95

MEN'S PATENT COLT BLUCHERS, Goodyear welts. Reg. \$5.00. SATURDAY 36.95

MEN'S GUN METAL Velour Calf and Wax Calf Bluchers. Reg. \$4.50 to \$5.00. SATURDAY 36.95

SEVERAL BROKEN LINES IN MEN'S AND LADIES' FELT SHOES. 25% DISCOUNT

(1st floor)

Some Good Buys in Hardware

BRASS STAND LAMPS, with No. 2 burner complete, regular \$1.25. SATURDAY 1.00

BRASS STAND LAMPS, No. 1 burner, reg. \$1.00. SATURDAY 80c.

WALL LAMPS with reflector. Reg. 50c. SATURDAY 35c.

ASBESTOS AD BROWNS (the iron that hold the heat) No. 70, reg. \$2.25. SATURDAY, incl. \$1.95

No. 100. Reg. \$2.75. SATURDAY, incl. \$2.45

WILLOW CLOTHES BASKETS. Reg. \$1.00. SATURDAY 85c.

Reg. \$1.25. SATURDAY 1.00

Reg. \$1.50. SATURDAY 1.25

GALVANIZED COAL HODS. Reg. 60c. SATURDAY 45c.

JAPANESE COAL HODS. Reg. 50c. SATURDAY 35c.

DRAUGHT FELT to clear air, per foot 1c

(Basement—take Elevator)

THE Acme COMPANY
COR. JASPER & SECOND
More Hours
OPEN 9.30 AM CLOSE 6 PM
SATURDAY, OPEN TILL 10 PM

WHITE and SATURDAY SALES

While the exceptionally cold weather of the past week has kept many indoors, we can assure you that those who have already bought in our White Sale have been well repaid for their sacrifice in braving the elements.

Tomorrow is the close of this Semi-Annual Event and the advantages offered in this and the Saturday Sale combined should see a brilliant wind-up to this week's Unusual Values.

A Few White Sale Prices

EXTRA FINE QUALITY WOOL VESTS, high neck, long sleeves, reg. \$1.50. SALE 85c.

NIGHT DRESSES in the finest nainsook and cambric trimmed with embroidery and lace. Some of the values offered: Reg. \$2.95, SALE 1.80; Reg. \$2.50, SALE 1.95; Reg. \$2.30, SALE 1.95; Reg. \$2.05, SALE 1.75; Reg. \$1.50, SALE 1.35.

DRAWERS WITH THE NEW NARROW LEG, made of fine quality cambric and nainsook—Reg. 75c. SALE 35c.

Reg. \$1.25, SALE 85c.

Reg. \$1.35, SALE 90c.

Reg. \$1.95, SALE 1.25

LARGE VARIETY OF DEEP FLOUNCED LAWN and MUSLIN PETTICOATS. Values exceptional. Reg. \$2.25, SALE 1.50; Reg. \$3.75, SALE 2.50; Reg. \$6.00, SALE \$3.15

OPEN and CLOSED DRAWERS in all wool, ankle length. Reg. \$1.50. SALE 95c.

FINE MUSLIN AND NAINSOOK CORSET COVERS with dainty laces and garters. Prices below shoe values. Reg. 50c. SALE 35c.; Reg. \$1.00, SALE 65c.; Reg. \$1.10, SALE 75c.; Reg. \$1.25, SALE 85c.; Reg. \$3.00, SALE 2.00

\$22.50 Suits & Overcoats at

\$14.95

A Bumper List of High Grade Clothing and Furnishings. Values at Wonderful Low Prices.

50 MEN'S OVERCOATS of selected patterned tweeds, both imported and Canadian weaves. They are the remnants of several lines that have sold briskly all season. Lined with heavy farmers' satin and mohair sleeve lining. The coats are admirably adapted to ward off the hard western frost. Formerly sold at \$22.50. SATURDAY 14.95

Men's Popular Tweed and Worsted Suits

These suits are marvelous value, warmly lined and well interlined with fabrics that warrant the long lasting shape of whole garment. Your choice of any of our suits in cabinets run to \$22.50. SATURDAY 14.95

Men's Coon Coats \$85.00

Values For \$55.00

Clearing up of all kinds of men's coon coats. Our aim is to carry nothing over in the way of fur goods. There being only 10 on hand we are offering same at following coat prices (52 inches long): Regular \$150.00. SATURDAY 88.00; Regular \$140.00. SATURDAY 85.00; Regular \$85.00. SATURDAY 55.00

ALL SILK FOUR-IN-HAND TIES, beautiful silks in light and dark shades. Reg. 75c. SATURDAY 45c.

SILK NECK SCARFS, also silk and wool. SATURDAY HALF PRICE

FANCY SUSPENDERS, all colors, separate boxes. Reg. \$1.50. SATURDAY 95c.

W. G. & R. COLLARS, best styles. Reg. 3 for 50c. HURDAY 2 for 45c.

WHITE STIFF BOSOM SHIRTS in the best styles. Reg. \$1.50 and \$2.00. SATURDAY 75c.

MEN'S HEAVY LEATHER GLOVES AND MITTS in calf, horse hide and buckskin, very good warm linings. Reg. \$1.50 and \$2.00. SATURDAY 95c.

MEN'S HEAVY BLUE and BLACK ALL WOOL SHIRTS, regular price of \$1.25. SATURDAY 85c.

MEN'S NATURAL COLOR CASHMERE HOSE, regular 50c. SATURDAY, 3 pairs for 1.00

DEW'S WOOL GLOVES in ENGLISH and Scotch knit. Reg. 65c. SATURDAY 40c.

MEN'S HEAVY FLEECE UNDERWEAR in a very good quality. Reg. 65c. SATURDAY 45c.

VANCOUVER KNITTING CO. (Makers of hand knit goods), all wool coat sweaters in colors of brown, tan, grey, green, etc. Reg. \$6.00. SATURDAY 4.00

Regular \$5.00. SATURDAY 3.50

MEN'S FINE BLACK STIFF HATS, regular \$3.00. SATURDAY 2.15

500 PIECES MEN'S HEAVY UNDERWEAR in wool (Stanfields and Pennam's make) HALF PRICE

(1st floor)

Grocery Dept. Specials

LARGE BOTTLE ENGLISH PICKLES: reg. 25c. SATURDAY 15c.

ST. CHARLES CREAM, Saturday only 2 for 25c.

PURE HONEY, per quart 45c.

CLARK'S Mince Meat in tin. 4 for 25c.

All staple and fancy groceries always at lowest prices, always a little better than our competitors owing to larger turnovers and exceptional buying facilities.

(1st floor)

Cushion Tops at Half

Special prices in fancy cushion tops, new designs, colors well blended. Reg. 50c and 75c. SATURDAY 25c and 40c.

(1st floor)

SATURDAY SALE

Winter Goods Heavily Reduced

We are overstocked in Flannelette and for Saturday selling we are going to place three special lines on our sale counters at rock prices.

EDDERDOWN FLANNELETTE in good patterns of black with native flower, blue with white designs and three or four other good shades. This material is a good heavy weight and will make up into lovely warm and comfortable Kimonos and Dressing Scaques. Reg. 30c. SATURDAY 15c.

CASHMERE FINISH FLANNELETTE 30 inches wide in good patterns of navy blue, red, green, pale blue and purple with stripes and floral designs. It is a very nice quality and will wear and launder very well. Don't miss this opportunity of seeing the goods on Saturday. Reg. 15c. SATURDAY 11c.

WHITE BEAR CLOTH

54 inches wide, good heavy quality with long curl. For children's coats, sleigh robes, etc. There is nothing can equal it for comfort and appearance: reg. \$3. SATURDAY

\$3.25

(1st floor)

\$25.00 Dresses \$12.95

Cloth dresses in all styles, one-piece and princess, bridled in rat-tail same shade as cloth. Bodice has long sleeves and high neck, others have kimono sleeves and are collarless, all shades of brown, blues, black and grey, sizes 34 to 40. Reg. \$25.00. SATURDAY 12.95

\$4.00 Kimonos \$2.50

Long warm cozy Kimonos in French Velour, Wrappette, all pretty shades of fancy paisley and oriental designs, all lengths and sizes. Reg. \$4.00. SATURDAY 2.50

\$3.00 Waist Sat. \$1.95

Plain tailored waist in vesting all sizes. Reg. \$3.00. SATURDAY 1.95

(2nd floor)

Clearing the Millinery Section

BUCKRAM SHAPES HALF PRICE—Tutti Frutti hat with rolling brim and turned sides slightly tilted, ram, black or white. Reg. \$1.00. SATURDAY 50c.

ANY TRIMMED HAT IN OUR SHOW ROOM, priced originally as high as \$40.00, for 5.00

FELT, VELVET AND SILK SHAPES HALF PRICE

(2nd floor)

Great Bargains in Hearth Rugs and Comforters

15 ONLY TEHRAN HEARTH RUGS, size 36 in. x 64 in. Reg. \$2.50. SATURDAY 1.50

9 ONLY JEDDAH HEARTH RUGS, size 27 in. x 54 in., in four colors, Floral and Oriental. Regular \$2.50. SATURDAY 1.50

6 ONLY REVERSIBLE COMFORTERS, size 60 in. x 72 in., good colors. Reg. \$3.50. SATURDAY 2.50

6 ONLY REVERSIBLE COMFORTERS, size 72 in. x 78 in. Reg. \$4.75. SATURDAY 3.25

2 ONLY BEST QUALITY SATEN WITH SATIN STRIPE, full size. Reg. \$14.50. SATURDAY 10.00

2 ONLY BEST QUALITY EIDERDOWN, Regular \$18.50. SATURDAY 12.50

2 ONLY EIDERDOWN SATIN COVERING, rich colors. Reg. \$22.50. SATURDAY 16.50

2 ONLY PAISLEY PATTERN with green border, rich silk, full size. Reg. \$21.00. SATURDAY 16.00

The above are all perfectly free from dust, odorless, sanitary and high class goods in every particular.

(2nd floor)

Enquired if we were "hiring" a certain "weekly" paper to abuse us

Of course every time a spot light is turned on from any source it offers a splendid chance to talk about the merits of the products, but 'pon honor now, we are not hiring that "Weekly."

The general reader seldom cares much for the details of "scraps."

A few may have read lately some articles attacking us and may be interested in the following:

Some time ago a disagreement arose with a "Weekly." They endorsed our foods by letter, but wanted to change the form of advertising, to which we objected.

The "Weekly" discontinued inserting our advertisements while they were negotiating for some changes they wanted in the wording and shape of the advertisements, and during this correspondence our manager gave instructions to our Advertising Department to cut advertising altogether in that "Weekly."

Quite a time after the advertising had been left on, an editorial attack came. We replied in newspapers and the scrap was won.

Then came libel suits from both sides, and some harsh words.

Generally tiresome to the public.

That "Weekly" has attacked many prominent men and reputable manufacturers.

Our company seems prominent enough for a sensational writer to go after, hunt for some little spot to criticize, then distort, twist and present it to the public under scarlet heads.

So an attorney from New York spent more or less time for months in Battle Creek hoping to find impurities in our foods, or dirt in the factories. After tireless spying about he summoned twenty-five of our workmen to the factory to testify. Every single one testified that the foods are made of exactly the grain and ingredients printed on the packages; the wheat, barley and corn being the choicest obtainable—all thoroughly cleaned—the water of the purest, and every part of the factories and machinery kept scrupulously clean.

That all proved disappointing to the "Weekly." There are very few factories, hospitals, private hotels and restaurant kitchens that could stand the close spying at unexpressed times and by an encephalitis to find dirt or impurities of some kind.

In an ordinary kitchen or factory he would find something to magnify and make a noise about.

But he failed utterly with the Postum Foods and products. Twenty to thirty thousand people to through the factories annually we never enquire whether they are there to spy or not. It makes no difference to us.

He next turned to discover something about our advertising that could be criticized.

An analysis of the methods and distorted statements of the "Weekly" may interest some readers, so we take up the items one by one and open them out for inspection. We will "chain up" the harsh words and make no reference in this article to the birth, growth and methods of the "Weekly" but try to confine the discussion to the questions now at issue.

SOME FACTS

Battle Creek, Michigan, December 30, 1910.

We the undersigned certify that never to our knowledge has a testimonial letter been printed by the Postum Cereal Co., Ltd., which did not have behind it a genuine letter signed, and believed to be an honest statement.

To the best of our knowledge and belief the Company has received upwards of fifty thousand (50,000) genuine testimonial letters.

This Company has never knowingly made nor permitted an untruthful statement regarding its products or its methods.

- M. K. HOWE, Treasurer. (With Company about 14 years.)
- L. J. LAMSON, Inspector of Advs. (With Company about 9½ years.)
- F. C. GRANDIN, Advertising Manager. (With Company about 13 years.)
- R. M. STERRETT, M. D., Physician in charge of Scientific Dept. (With Company about 4½ years.)
- CHESTON SYER, Adv. Writer. (With Company about 3 years.)
- CHARLES W. GREEN, Adv. Writer. (With Company about 5 years.)
- HARRY E. BURT, General Supt. (With Company about 13 years.)
- H. C. HAWK, Assistant to Chairman. (With Company about 7 years.)
- C. W. POST, Chairman. (With Company 16 years from the beginning.)

DISTORTION NO. 1. I stated that we have been accustomed to advertise Grape-Nuts and Postum as "cure-alls for everything."

It has never been the policy of this Company to advertise Grape-Nuts or Postum to cure anything.

We say that in cases where coffee disagrees with the system and causes indigestion, Postum will remove the cause of the trouble, and we suggest the use of Postum for the reason that it furnishes a hot palatable morning beverage, and contains natural elements from the grain which can be used by nature to rebuild the system and restore the coffee may have broken down.

Likewise Grape-Nuts food does not cure anything, but it does assist nature, tenderness in rebuilding, providing the indigestible food that has been used is discontinued and Grape-Nuts taken in its place.

CHARGE NO. 2. states that the passage of the National Food & Drug Act compelled us to drop from the packages some assertions regarding the nutritive value of Grape-Nuts.

We have never been "compelled" to make any change.

Since the beginning it has been a universal rule to print clearly on every package exactly what the contents are made of.

Before the passage of the Pure Food Law the packages stated that Grape-Nuts food was made of wheat and barley.

We did not esteem the small amount of wheat and oats of value enough to speak of, but after the new law came in we became as technical as the officials at Washington, and said our products were "wheat and barley," although we have no recollection of being asked to make any change.

We believed that our statement that Grape-Nuts will supply the nutritive nourish the brain and nerve centres and bring about a healthy condition of the body.

Some state chemists believed this a gross exaggeration and inasmuch as the Food Bill at Washington could easily have been amended, pending a trial on the disputed question, we concluded that the better way would be to eliminate from our packages such claims as we were sure we could not sustain.

Another statement objected to read as follows:

"The system will absorb a greater amount of nourishment from ten pounds of Grape-Nuts than from ten pounds of meat, wheat, oats, or bread."

Our Department chemists derive themselves as well as the public.

"Caloric" is the weight which defines a unit of heat determined by the amount necessary to raise one kilogram of water one degree centigrade. In a table of calories is prepared showing the weight of thirty different kinds of food, and Grape-Nuts 2.56; milk 0.70. Remember the statement that the package speaks of the amount of the system would absorb, but did not speak of the weight of heat contained in it, for the heat is not nourishment, but energy. It cannot be judged by the amount of heat units, notwithstanding the fact that certain chemists would have the public believe so.

It may be remembered that we were first attacked and have since defended ourselves by placing facts before that great jury—The Public.

A good "scrap" is more or less comforting now and then, if you know you are right.

In the case lately tried, an appeal has been taken to the higher courts. We have unbounded faith in the ultimate decision of our American Tribunals.

Our suits against the "weekly" have not yet been tried. We are for libel and \$500, 000.00 is asked as damages, and may the right man win.

that purpose the New York Magazine of a—whose editor is now in the Federal Prison. The "Weekly" had him brought to the Court to be exposed before a jury as the only physician that had ever endorsed Grape-Nuts, but much to the chagrin of the "Weekly," when our attorneys asked him if the article he wrote about coffee was true, he replied, "yes."

STATEMENT NO. 6. reads: "The best of me, Mike Stang, of Grand Rapids, Mich., and other state have for years been denouncing as impostors and frauds the claims made by the Postum Cereal Company. We do not recall any criticism except from Mike, Penn. Stang and Dr. (Kobak)." etc.

The average reader might think that the statements expressed by the State in this case are honest, and in the conclusion is not borne out by facts.

As an illustration: About thirteen years ago the Dairy and Food Commission of Michigan for some personal reason printed a severe criticism on us for making Postum of barley (according to his opinion) a very inferior food and selling too high.

We believe that most of the state articles are honest, and in the other hand we are firmly convinced that some of their conclusions cannot be substantiated by facts in scientific research.

They never criticize the purity of our foods, for so much we are thankful. If our conclusions in regard to it being a bad food differ from the opinion of our responsibility, but police the article they can order us to eliminate from the package any statement of it disagreeing with their opinion. Otherwise, they would harass growers.

DISTORTION NO. 4.—This is a bad one. It reads as follows: "This is a bad one. It reads as follows: 'The most famous physician whose name was given to a testimonial was produced by Dr. Collier and turned out to be a poor old leechdoman, homoeopath who is now working in a printing establishment. He received ten dollars (\$10.00) for writing his testimonial.'"

We will wage ten thousand dollars (\$10,000.00) with any investigator that we have, as proof to inspection of any testimonial signed and dated, and dated (300) communications from our physicians in this field, and the highest commendation of our products, but that we will not ever be forced over to the publisher for any testimonial that each must be an honest letter with name and address. We agreed to publish nothing but genuine letters, and no imitations. These letters were very generally true, and we printed their names or ascertained the letters.

Right here notice on "imitation" signs. The "Weekly" has printed these testimonials by advertising for them. In New York we used for

covering of wheat (bran), made part of the beverage.

They ignorantly failed to state that not knowing enough of food value to know that "Taka-Diatase" the article used by physicians the word over for "starch indigestion" is made from "starch bone."

These self-appointed critics do make some laughable blunders through ignorance, but—be patient.

ITEM 11 is an illustration of the squandering and twisting of the sensational writer delivering distorted matter to his readers.

While on the witness stand Mr. Post testified to his studies in Anatomy, Physiology, Dietetics and Psychology—all relating to the preparation and digestion of food. Asked to name authorities studied he mentioned six of right from memory, and commented on some clinical experience covering several years in annual journals to Europe.

New notes the distortion. (Copy from the printed criticism.)

"Did you pointed out a pile of books in possession of the attorney as the Postum he had read?"

"From these and various editions, answered Post."

The attorney "pinned up" book after book from the pile and showed the title pages in succession of his attorney's books published since 1905.

This is an example of distortion and also coloring to produce a false impression.

The facts are Mr. Post purposely induced the latest claims that could be obtained of prominent authorities to prove by their truth the falsity of their own statements regarding appetizers and the digestive of brain, and the extent of digestion in regard to the action of the digestive organs. These works are:

Human Physiology, by Raymond.

Physiological Chemistry, by Simon.

Digestive Glands, by Pavlov.

Hand Book of Appendicitis, by Ochsner.

Physiological Chemistry, by Hammarsten.

Biochemical System of Medicine, by Carey.

The "Weekly" carefully eliminates from its printed account, testimony regarding the years of research and study by Mr. Post in fitting himself for his work and would lead the reader of the distorted article to believe that his education began since 1905.

ITEM 10 is a "discovery" that wheat bran is a part of Postum.

The price of wheat bran is paid for by the weekly is not known by us to have any relation to the allegation.

Our advice to stop using indigestible food in bread troubles and to use

After all the smoke of legal battle blows away, the facts will stand out clearly and never be forgotten that Postum, Grape-Nuts and Post Toasties are perfectly pure, have done good honest service to humanity for years, the testimonials are real and truthful and the business conducted on the highest plane of commercial integrity.

"There's a Reason"

Canadian Postum Cereal Co. Limited, Windsor, Ont.

